Health Canada Santé Canada

Evaluation Group

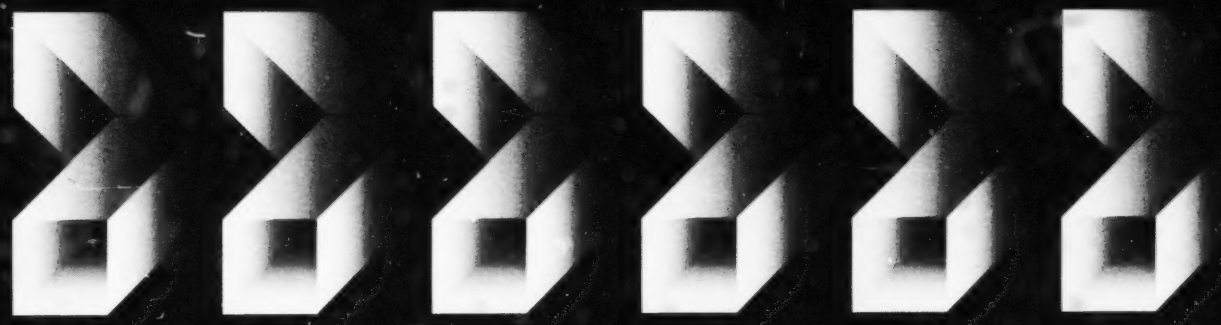
Strategic Planning and Review Directorate

Policy and Consultation Branch

Groupe de l'évaluation

Direction de la planification stratégique et de l'examen

Direction générale des politiques et de la consultation



Evaluation of the Division of Aging and Seniors/Seniors Strategy Exercise Carried Out To Get Names of Intended Beneficiaries of Community Projects

September 1996

Canada

MISSION STATEMENT

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Le Groupe de l'évaluation aide Santé Canada à mieux servir les Canadiens et les Canadiennes en offrant une information et des conseils objectifs sur l'efficacité des activités et des services du Ministère.

104-00513/

EVALUATION OF THE DIVISION OF AGING AND SENIORS / SENIORS STRATEGY

EXERCISE CARRIED OUT TO GET NAMES OF INTENDED BENEFICIARIES OF COMMUNITY PROJECTS

Evaluation Group
Strategic Planning and Review Directorate
Policy and Consultation Branch
Health Canada

September 24, 1996

SUMMARY

The purpose of the project was to collect names of seniors who had participated in, or received some kind of service from a community project funded by the Division of Aging and Seniors / Seniors Strategy. The names were needed for a subsequent telephone survey of intended project beneficiaries to determine the effect of the funded project on their respective health, well-being and independence. A letter sent on June 17, 1996 from the Evaluation Group to 265 project sponsors requested that a maximum of 20 names be provided per project. The 265 projects were selected at random from a total of 4,951 projects stratified by type of program, province, and year. A return form, prepaid postage envelope and a set of instructions were provided on how to select the names on a random basis. From July 3rd to 15th, the Evaluation Group undertook follow-up reminder calls to encourage project contacts to send in their names by the deadline of July 15, 1996.

Results, as of the deadline, showed that 91 of 265 (34 percent) project sponsors provided a total of 1,538 names of seniors. Six-hundred and twenty-one names were selected using the suggested random method and the remaining 917 names were selected on a non-random basis. The number of forms submitted by fax and mail were equal, and 3 projects provided names over the telephone. There was modest variation in response rate with respect to DAS/S program area and project year of implementation. In conclusion, this study shows that it is possible to obtain a sufficient number of names in a five week period if a clear and concise letter is sent and followed-up by telephone reminder calls.

EVALUATION WORK CHRONOLOGY

June 17th, 1996	Mail out letter requesting names of seniors
June 28th	Initial deadline for response
July 3rd	Telephone follow-up calls start
July 15th	Extended last day to receive lists of names
July 16th	Submit names to contractor to conduct telephone interviews
July 27th	Draft report presented

TABLE OF CONTENTS

Introduction 1

Approach and Method 2
- Why the Evaluation Group Collected the Names 2
- The Project Sampling Frame 2
- Description of the Projects 3
- Methods 3

Results 4
- Use of the Random Method 4
- Response by DAS/S Program and Year of implementation 7
- Reasons for Not Submitting Names 8
- Cost Considerations Related to this Survey 10

Conclusions and Recommendations 11
- Recommendations 11

Attachments 13

TABLE OF ABBREVIATIONS

DAS/S	Division of Aging and Seniors / Seniors Strategy
DAS	Division of Aging and Seniors
EG	Evaluation Group (Strategic Planning and Review Directorate, Policy and Consultation Branch, Health Canada)
NH:PA	New Horizons: Partners in Aging
NH	New Horizons
SIP	Seniors Independence Program
VI	Ventures in Independence
HC	Health Canada
RFP	Request for Proposals

INTRODUCTION

On April 1, 1993, the Seniors Strategy was renewed and received $170 million for the next five years, including $149 million for seniors community programs funding. As a result of funding pressures, the $170 million allocation was reduced by approximately half. Nevertheless, a considerable investment in community programming for seniors has been made and the purpose of the survey of intended beneficiaries was to provide information on the impact on seniors. Furthermore, the Auditor General of Canada observed back in 1993 that a more rigorous evaluation of the performance and effectiveness of seniors programs was required including collecting evidence from seniors themselves.

Specifically, the telephone survey was designed to ask seniors about the benefits they gained from participating in DAS/S projects in terms of their health, well-being and independence, as well as what they see as the most important issues facing seniors in Canada today. The aim of the telephone interview phase of the evaluation was to complete 550 interviews (with intended beneficiaries). It was estimated that over 1,000 names of seniors would have to be collected to ensure that 550 telephone interview with intended project beneficiaries could be completed. The telephone survey of intended beneficiaries was one of two telephone surveys undertaken in the overall evaluation. The other telephone survey dealt with general public clients of the DAS/S.

This report describes the methods, results and recommendations from trying to collect names of intended beneficiaries from 265 sponsors of community projects funded through the DAS/S (New Horizons, New Horizons: Partners in Aging, Ventures in Independence, and Seniors Independence Program).

Approach and Methods

Why the Evaluation Group Collected the Names

When the original request for contractor proposals (RFP) was prepared, it was assumed that names could be obtained from files housed within the DAS/S, or with the help of program consultants in the regions. However, it is not the policy of the Division of Aging and Seniors to keep a record of the names of intended project beneficiaries as a matter of course. Consequently, the EG decided to collect the names itself. The DAS/S was not asked because of the additional burden it would place on DAS/S staff, with respect to summer holidays, limited time availability, and the need for continuity. In addition, the EG wanted to supervise the collection of names at random from the entire population of intended project beneficiaries. Ekos Research did not undertake this activity because it was not part of their original contract.

The Project Sampling Frame

The projects identified for the project evaluation review component of the file review served as the projects for the identification of beneficiaries. Only community funding projects were used for the identification of beneficiaries, which ensured a clear focus for this component of the evaluation. The breakdown of projects is presented in Table 1 (approved in the year indicated).

TABLE 1

Project Sampling Distribution

	NH:PA	NH	SP	VI	Totals
Fiscal Year					
1995-96	45				45
1994-95		45	20	10	75
1993-94		45	30	10	85
1992-93		20	10		30
1991-92		20	10		30
Total	45	130	70	20	265

The sampling distribution chosen by Ekos Research was not based on any kind of proportionate strategy as that would result in an unbalanced set of numbers for drawing conclusions. Numbers were chosen to allow a sufficient amount in each cell (program-year) and to place most of the projects within the NH category, which represented over 90 percent of the projects approved under the four program areas between 1991 and 1996. This breakdown in sampling would allow the evaluation to speak in general terms about each of the individual type of projects. It was assumed in the planning of this evaluation that to complete 550 telephone interviews with seniors we would need a total of 1,000 names. This assumed that some seniors would decline to participate in the telephone survey for a number of reasons and that some seniors could not be reached. Given preliminary indications that the collection and retention of this information was not typically available at the project level, it became important to undertake this activity as early as possible within the overall evaluation workplan.

DESCRIPTION OF THE PROJECTS

The activities of this sample of 265 projects ranged from addressing issues of elder abuse, literacy, transportation, social and recreation activities, minor improvements to senior's facilities, training for leaders and caregivers, and self-help resources. By and large, community projects were designed to directly or indirectly improve the health, well-being and independence of seniors.

METHODS

Staff of the DAS/S provided an electronic (WordPerfect 5.1) mailing list of 225 projects that contained contact names, addresses, project titles, DAS/S program name (NH, SIP, etc.), project number and year of implementation. Copies of an additional 45 Ministerial Authorization Project Forms from the "old" New Horizons projects (fiscal 91-93) were provided to the EG, which were added to the electronic mailing list of 225 projects for a total of 265 projects.

The electronic mailing lists were used by the word processing unit (within the PCB) to produce personalized letters and mailing labels. In addition, the WordPerfect file was converted into a standardized text file and imported into a database program that was used by EG staff to undertake the data collection activity in an efficient manner.

Copies of the letters (english and french) sent to project sponsors are contained in the Attachments section of this report. The package that was sent to project sponsors contained a letter explaining the purpose of the project, instructions on how to complete the exercise, a worksheet form, and a pre-paid self-addressed envelope. The letter was reviewed by all members of the evaluation team, and DAS/S staff, and several versions were prepared in an effort to ensure that the letter was effective. EG staff collated and stuffed the letters in envelopes,

answered telephone enquiries, tracked how the names were collected, made follow-up reminder calls to those project sponsors who had not responded within the specified time period, and prepared the lists in an organized fashion for Ekos Research.

DEFINITION OF INTENDED PROJECT BENEFICIARIES

Some of the 265 projects involved the training of teachers, physicians and volunteer leaders who, in turn, provided direct services to seniors. Thus, there are many people that could be considered "beneficiaries" of these projects, including people that are were not seniors. For the purposes of this study and after consultation with staff of the DAS/S and Ekos Research it was decided to keep a stricter definition of "beneficiaries." Consequently, we asked project sponsors to provide names and phone numbers of seniors 65 years and older who received a service sponsored by the project (e.g., received meals from a meals-on-wheels service, attended a foot care clinic); or who participated in an activity sponsored by the project (e.g., a choir, a social club, a fitness class, training on nutrition and other health issues).

Project sponsors were also asked to provide up to a maximum of 20 names of seniors on a random basis from their respective projects. For example, if 100 seniors participated in a particular project, the project contact was asked to take every 5th name from the list of names.

Letters to project sponsors were sent in the mail on June 17, 1996, asking them to return their completed form by mail or fax by June 28, 1996. In discussions with Ekos, it was decided to extend the cut-off date to July 15, and telephone follow-up reminder calls to non-respondents were started on July 3, 1996 by the EG. Results of telephone enquiries and reminder calls were recorded on printed forms and the electronic database.

RESULTS

USE OF THE RANDOM METHOD

Table 2 summarizes the responses from project sponsors broken down by mode of receipt and whether the names were provided using the suggested method to ensure random selection. The overall response rate was 34.3 percent (91 of 265 projects). A list was coded as "random" if the project contact indicated on the form the number of seniors from which the list of 20 names was drawn. If this was left blank, we assumed the procedure had not been followed, and the list was coded as "not selected at random." Thirty-two projects submitted names selected

at random, while 59 provided names that were not selected at random. Both modes of mail and fax were used equally; and 3 project sponsors submitted names over the telephone.

TABLE 2

Number of Projects Submitting Names

Mode	Done at Random: No	Yes	Total
Fax	29	16	45
Mail	28	15	43
Phone	2	1	3
Totals	**59**	**32**	**91**

Table 3 shows that the 91 project sponsors submitted a total of 1538 names (621 selected at random, and 917 not selected at random). Over 40 percent of the names submitted were selected randomly.

TABLE 3

Number of Names Submitted

Mode	Done at Random: No	Yes	Total
Fax	450	312	762
Mail	437	289	726
Phone	30	20	50
Totals	**917**	**621**	**1538**

Table 4 provides selected statistics about the names selected at random. The 621 names selected at random were drawn from a pool of 4,193 names of seniors whose names were kept on file by the respective community project sponor.

TABLE 4

Selected Statistics for Names Chosen at Random by Type of List

Full List (n=20)	*Names Submitted*	*Potential Names*
Total:	580.0	4,193.0
Average:	20.0	144.6
Count:	29.0	29.0
Maximum:	20.0	1,002.0
Minimum:	20.0	21.0
Standard Deviation:	0.0	170.7
Partial List (n<20)		
Total:	41.0	100.0
Average:	13.7	33.3
Count:	3.0	3.0
Maximum:	17.0	45.0
Minimum:	12.0	12.0
Standard Deviation:	2.4	15.1
Total:	621.0	4,293.0
Average:	19.4	134.2
Count:	32.0	32.0
Maximum:	20.0	1,002.0
Minimum:	12.0	12.0
Standard Deviation:	2.0	165.8

Forty-two telephone enquiries were answered by EG staff, and 131 reminder calls were made. The remainder (n=134) of the 265 project sponsors had already contacted us with regard to their lists (a breakdown is provided in Table 5). One-hundred and thirteen (113) sponsors did not submit lists and were not given a call because they had already contacted us in some form. In some cases, we were unable to make follow-up calls because we did not have a telephone number for the project sponsor. Following these calls, but not as a direct consequence, an additional 21 partial or full lists were submitted (Table 5). In addition, 11 letters were re-sent because the project contact had not received the June 17th letter, or because it had been misplaced. In general, the reminder calls made by EG staff were well received by project sponsors , probably because they recalled receiving the letter and were well informed about the evaluation. In only 2 of 131 instances were project sponsors uncooperative with EG staff.

TABLE 5

Number of Projects Submitting Names

Type of List	Follow-up Call *Yes*	*No*	*Totals*
Full List	49	13	62
Partial List	21	8	29
No List	61	113	174
Totals	**131**	**134**	**265**

RESPONSE BY DAS/S PROGRAM AND YEAR OF IMPLEMENTATION

Tables 6 and 7 highlight the response rate by type of DAS/S program and by year of completion. DAS/S community projects range in funding duration from one to three years. To simplify the data reporting, year of completion was derived to obtain a profile of the response rate by year. There was concern on behalf of the evaluation team that it would be difficult to obtain the names of intended beneficiaries for projects that had been completed several years ago. Table 6 reveals that 8 of 19 projects ending in 1992 and 10 of 34 projects ending in 1993 provided names of senior beneficiaries. With 34.3 percent of all projects responding, there did not appear to be any bias in favour of recent projects. Some project sponsors for whose projects will be completed in 1996 or 1997 (after this evaluation study) supplied names on the premise that their respective projects had begun to provide services to seniors.

TABLE 6

No. of Project Sponsors
by type of list and year of completion

Year	*Full List*	*Partial List*	*No List*	*Totals*	*Response Rate*
1992	1	7	11	19	**42.1%**
1993	8	2	24	34	**29.4%**
1994	9	5	14	28	**50.0%**
1995	15	7	35	57	**38.6%**
1996	21	1	51	73	**30.1%**
1997	8	7	37	52	**28.8%**
1998	0	0	2	2	**0.0%**
Totals	**62**	**29**	**174**	**265**	**34.3%**

Table 7 shows some variation in response across each of the four DAS/S program areas. In general, the response rate for NH projects was better at 49 of 130 (37.7 percent) than VI projects which showed only 4 of 20 projects providing names of senior beneficiaries. Of the 16 VI projects that did not submit names, 5 said the

project did provide direct services, 4 projects were not yet implemented, 3 were unable to meet our deadline, and no contact was made with three others. Only one did not comply for reasons of confidentiality.

TABLE 7

Number of Projects *by type of list and program type* **DAS/S Program**	*Full List*	*Partial List*	*No List*	*Totals*	***Response Rate***
New Horizons	33	16	81	130	**37.7%**
Seniors Independence Program	21	5	44	70	**37.1%**
New Horizons: Partners in Aging	7	5	33	45	**26.7%**
Ventures In Independence	1	3	16	20	**20.0%**
Totals	**62**	**29**	**174**	**265**	**34.3%**

REASONS FOR NOT SUBMITTING NAMES

Almost two thirds of the 265 projects did not provide names. With the combination of a short timeframe, and the summer vacation period the exercise was undertaken at less than ideal conditions. Table 8 shows the frequency of the type of problems encountered and the reasons why project sponsors were unable to provide names. We were unable to make contact with 52 project sponsors. So even with a letter sent in the mail, and in some cases, three follow-calls at different times of the day and on different days, we were unable to find out why some lists were not submitted.

TABLE 8

Reasons for Not Submitting Names
(Sorted by Frequency)

	Count	Percent
no contact / unsure	52	29.9%
unable to meet deadline	32	18.4%
not yet implemented	23	13.2%
no direct services	14	8.0%
information not kept	11	6.3%
wrong address	10	5.7%
seniors unable to respond	9	5.2%
confidentiality	9	5.2%
declined to respond	6	3.4%
project not meet definition	6	3.4%
names sent with other project	1	0.6%
seniors deceased	1	0.6%
Total	174	100.0%

As expected, the time required to submit the names was an issue. For some respondents, they indicated that the June 17th letter was not received on their desks until the last week of June, not giving them any time to comply with the original deadline of June 28th. Even with the revised deadline of July 15 that was put forth during the telephone follow-ups a full 32 projects were unable to comply because of the deadline.[1] It was common to hear project sponsors indicate that they would need time to collect names, and or review files or check with other officials, or the seniors themselves to see if the names could be released. Only a small number said (6.3 percent) that the information was not kept, showing that most projects keep reasonable documentation.

While we received 10 returned envelopes indicating an incorrect address, this number could be higher, since we were unable to contact 52 project representatives.

Other obstacles to obtaining names were the issues of confidentiality and the ability to respond, although not as high as expected at 5.2 percent. Some projects dealt with personally sensitive issues such as elder abuse, while others involved seniors who could not speak either french or english or who were cognitively or hearing impaired and could not participate in a telephone interview. Attrition due to death was not as bad as we were led to believe.

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[1] As of September 24th, we received another 19 responses from project sponsors; 11 sponsors provided us with an additional 176 names of intended beneficiaries for a response rate of 58 percent (11 of 19). Reasons for not providing names were consistent with findings from the overall exercise.

COST CONSIDERATIONS RELATED TO THIS EXERCISE

The major cost categories for this survey were labour and administrative expenses. Table 9 is a worksheet that was used to estimate the cost of the exercise if all unit costs could be determined and tracked over the course of the project. However, the financial reporting system in Health Canada does not allow for the isolation of telephone and photocopying costs by work unit and so standard market rates were used to estimate total project costs. The labour provided by Ekos Research and the DAS/S was for comments on the proposed letter, methods and in preparing mailing lists. Average unit costs for labour were taken from known salary levels within HC, and for average rates for external contractors.

TABLE 9

Estimated Costs	Quantity	Average Unit Cost	Total Cost
Labour (person-days)			
Evaluation Group			
Person 1	6.00	$290.00	$1,740.00
Person 2	12.50	$250.00	$3,125.00
Person 3	2.25	$125.00	$281.25
Ekos Research	1.00	$750.00	$750.00
DAS/S	3.00	$190.00	$570.00
Word Processing	2.00	$115.00	$230.00
Administration			
Long Distance Telephone Calls (mins)	588.0	$0.44	$258.72
Postage (outgoing and pre-paid)	256.0	$0.58	$148.48
Paper and Envelopes	1,792.0	$0.04	$71.68
Translation (words)	700.0	$0.20	$140.00
Photocopies (pages)	2,462.0	$0.05	$123.10
Total			$7,438.23

CONCLUSIONS AND RECOMMENDATIONS

The most striking lesson that can be gleaned from this exercise is that the methods employed in this exercise were successful in rendering a satisfactory number of intended project beneficiaries for the subsequent telephone survey. Critics had indicated at the beginning of this exercise that it would not be possible to collect the number of names given the time and money constraints, and the fact that names of seniors are not part of the normal DAS/S reporting requirements for community funded projects.

In conclusion, it is possible to obtain names of participants who actually participated in or received a service from programs funded by Health Canada. The entire process can be achieved in just under 5 weeks, assuming that current program documentation is accurate with respect to contact names, addresses and phone numbers, and that the methods employed in this study and the ensuing recommendations are followed.

RECOMMENDATIONS

A lot can be learned from this experience. The following recommendations may benefit future Health Canada evaluations that strive to assess the impact of project funding on intended beneficiaries.

1. Carefully prepare a short information letter that explains the purpose of the project and what is precisely expected of the project sponsors. Provide a self-addressed, stamped return envelope, forms to use to fill the names of intended beneficiaries, and give people the option of responding by mail or fax.

2. Clearly identify Health Canada on the letter and include the name and phone number of a contact person from the evaluation team in case project sponsors want to verify the request and/ or ask any questions.

3. Give a firm deadline for replies that is between 4 to 6 weeks following the time

the letter is placed in the mail system.

4. Develop a shared electronic database to record results. This will facilitate the shared workload, and the generation of tables and summary reports. Use a software format that can work with the electronic files of the particular Health Canada program unit.

5. Divide the follow-up telephone calls among the members of the evaluation team and make sure that the team has a bilingual capacity.

6. For future evaluations, it may be valuable to verify that client contact information is available. If not, begin the process of collecting client contact information early, even before any potential request for proposals document is distributed to outside evaluation contractors.

ATTACHMENTS

LETTER SENT TO 265 PROJECT SPONSORS

Strategic Planning and Review Directorate
Policy and Consultation Branch
Postal Locator 0907D
Room 772D, Brooke Claxton Bldg.
Ottawa, Ontario
K1A 0K9

(PHONE NUMBER,
incl. area code,
UNDER "OUR REFERENCE")

June 17, 1996
(NAME & ADDRESS)
Dear Mrs..... or Mr.....:

RE: TITLE OF PROJECT: _____
NUMBER OF PROJECT: _____
TYPE OF PROGRAM: _____
PROJECT DURATION: _____

The Program Evaluation Group of Health Canada is currently conducting a study of the various seniors programs funded by Health Canada over the last five years, including New Horizons, Seniors Independence Program, Ventures in Independence and more recently New Horizons: Partners in Aging. Part of the work will involve looking at the kinds of effects these programs have had on the health, well-being and independence of seniors. Information on seniors' current needs is also of interest for this study. We propose to gather this information through a telephone survey. I am therefore writing to you today to seek your assistance in identifying those seniors (65 years of age or older) from your project to whom we should be speaking. The people we are interested in surveying are those:

who received a service sponsored by your project (e.g., received meals from a meals-on-wheels service, attended a foot care clinic); or

who participated in an activity sponsored by your project (e.g., a choir, a social club, a fitness class, training on nutrition and other health issues for themselves).

For the purposes of this study, however, we are **not** interested in surveying non-seniors or seniors who may not be the direct recipients of your project's services or activities (e.g., not those who have helped in the design or delivery of your project, or seniors who received training to provide services to other seniors, or who participated in a conference designed for delivery agents, etc.). In other words, we would like to survey those seniors who were ultimately intended to be affected by your project.

The survey work would be conducted by the consultant firm we have hired for this evaluation, Ekos Research Associates located in Ottawa. Participation of seniors in the survey would be entirely voluntary and this would be explained to them by the consultant. At the same time, the consultant would also explain to them that their responses would be treated in the strictest of confidentiality; only aggregate data would be included in the final report.

In order to conduct this survey, we would need from you a list which would contain the names, phone numbers (and addresses when the phone number is not available) of 20 seniors who meet the definition provided above. We would appreciate it if you could use the attached form when providing us with this information. If your project has more than 20 names of seniors that meet the definition we would ask that you select 20 names by chance using the following procedure (this is very important for the success of this exercise):

Step 1: Indicate the total number of seniors who meet the definition on the attached form in the appropriate space.

Step 2: Take this total number of seniors and divide it by 20. The number you get (which we will refer to as "n" in Step 3 below) will give you the skip pattern to use to select the names by chance.

Step 3: Start at the beginning of your list of names of seniors and select every "n"th name (using the "n" number obtained in Step 2 above).

If you are unable to provide us with names of seniors please check the appropriate box on the attached form.

The survey will start in the first week of July. I would therefore appreciate it if you could provide us with this information no later than June 28, 1996. The return address appears on the attached form. However, should you have access to a fax machine, we would appreciate it if you could use this means of communication as this would ensure that your information reaches us even faster. Our fax number is (613) 952-9660. It also appears on the form.

Your cooperation in this exercise is extremely important to the success of our study. It is only in talking to these seniors whose lives are touched by the funding provided

by Health Canada that we will be able to get a true understanding of how our programs are working.

Should you require additional information regarding this survey or the evaluation study itself, please do not hesitate to call me at (613) 957-3897 or Paul Youldon at (613) 957-3894.

Yours truly,

Linda C. Ladouceur
A/Program Evaluation Project Manager
Evaluation Group
Strategic Planning and Evaluation Division

Encl.

Nous avons établi la préférence linguistique pour cet envoi selon l'information contenue dans nos dossiers. Cependant, si une erreur s'est glissée dans notre système et que vous auriez préféré obtenir la ***version française*** *de cette lettre, prière de communiquer avec Linda Ladouceur au (613) 957-3897 ou Paul Youldon au (613) 957-3894.*

LIST OF SENIORS FOR TELEPHONE SURVEY
*** PLEASE PRINT***

Project title (as per information on letter): _____

Project number:(as per information on letter):_____

Name and phone number of person who filled out this form:_____

If you cannot provide a list, please list reason(s) (Please make sure to return this form to us even if you cannot provide a list.):_____
_____

Total number of seniors on the list you are using for selecting 20 names by chance:____

NAME (in alphabetical order prefer ably)	TELEPHONE NUMBER (including area code)	ADDRESS (only if phone number missing)
1.		
2.		
3.		
4.		
5.		
6.		

7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		

Please fax your completed list to Linda C. Ladouceur at (613) 952-9660 or mail it to the following address:

Ms. Linda C. Ladouceur
A/Program Evaluation Project Manager
Evaluation Group
Strategic Planning and Review Directorate
Policy and Consultation Branch
Health Canada
Postal Locator 0907D
Room 772D, Brooke Claxton Bldg.
Ottawa, Ontario
K1A 0K9

Direction de la planification
stratégique et de l'examen
Direction générale des politiques
et de la consultation
Indice de l'adresse 0907D
Pièce 772D, Immeuble Brooke Claxton
Ottawa (Ontario)
K1A 0K9

(NO. DE TÉLÉPHONE,
incl. code régional,
SOUS "NOTRE RÉFÉRENCE")

le 17 juin 1996

(NOM ET ADRESSE)

Chère Mme.....ou Cher M.....,

SUJET: TITRE DU PROJET: NUMÉRO DU PROJET:

TYPE DE PROGRAMME: DURÉE DU PROJET:

Le Groupe de l'évaluation de Santé Canada est à réaliser une étude des différents programmes pour aîné(e)s qui ont été subventionnés par Santé Canada au cours des cinq dernières années, incluant Nouveaux Horizons, le Programme d'autonomie des aîné(e)s, Alliances pour l'autonomie et plus récemment, Nouveaux Horizons: Partenaires des aînés. Une composante de notre étude se penchera sur les effets de ces programmes sur la santé, le bien-être et l'autonomie des aîné(e)s. Nous désirons également nous renseigner sur les besoins des aîné(e)s. Nous nous proposons de recueillir cette information par l'intermédiaire d'un sondage téléphonique.
Je vous écris donc aujourd'hui dans le but de solliciter votre aide pour identifier les aîné(e)s (de 65 ans ou plus) de votre projet avec lesquel(le)s nous devrions communiquer. Les aîné(e)s que nous désirons interviewer sont ceux et celles qui:

> ont reçu un service parrainé par votre projet (par ex., ont reçu un repas par l'intermédiaire d'un service de popote roulante, ont participé à une clinique pour les soins des pieds); ou
> ont participé dans une activité parrainée par votre projet (par ex., une chorale, un club social, une classe de conditionnement physique, une formation sur la nutrition ou un autre sujet de la santé qui s'adressait à eux-mêmes).

Pour les besoins de cette étude, cependant, nous ne désirons **pas** interviewer des gens qui ne sont pas des aîné(e)s ou qui, bien qu'étant des aîné(e)s, n'ont pas été des récipiendaires directs des services ou activités de votre projet (par ex., des aîné(e)s qui ont aidé à la conception ou l'implantation de votre projet, ou des aîné(e)s qui ont reçu une formation dans le but de fournir des services à d'autres aîné(e)s). Bref, nous désirons interviewer les aîné(e)s que votre projet visait en bout de ligne.

Le sondage sera mené par le cabinet d'experts-conseils choisi pour cette évaluation, soit les Associés de recherche Ekos d'Ottawa. La participation des aîné(e)s au sondage sera entièrement volontaire et ceci leur sera expliqué par l'expert-conseil qui les appellera. À la même occasion, l'expert-conseil leur expliquera que leurs réponses seront traitées en toute confidentialité; seulement des données globales seront incluses dans le rapport final.

De façon à pouvoir réaliser ce sondage, nous aurions besoin que vous nous fassiez parvenir une liste contenant le nom et le numéro de téléphone (ou l'adresse si le numéro de téléphone n'est pas disponible) de vingt (20) aîné(e)s qui rencontrent la définition fournie ci-dessus. Nous vous demanderions d'utiliser le formulaire ci-joint pour nous fournir cette information. Si votre projet a moins de 20 aîné(e)s qui rencontrent la définition, nous vous prions d'inclure tous ces noms sur le formulaire. Si votre projet a plus de 20 aîné(e)s qui rencontrent la définition, nous vous demanderions de choisir 20 noms au hasard en utilisant la procédure suivante (ceci est très important pour la réussite de l'exercice):

> Étape 1: Indiquez le nombre total d'aîné(e)s qui rencontrent la définition dans l'espace approprié sur le formulaire ci-joint.
>
> Étape 2: Prenez ce nombre total d'aîné(e)s et divisez le par 20. Le nombre que vous obtiendrez (que nous désignerons comme "n" à l'étape 3 ci-dessous) vous donnera le patron à suivre pour choisir les noms au hasard.
>
> Étape 3: En commençant au début de votre liste de noms d'aîné(e)s, choisissez chaque "n"^{ième} nom (en utilisant le "n" que vous aurez obtenu à l'étape 2 ci-dessus).

S'il vous est impossible de nous soumettre des noms, nous vous prions d'en indiquer les raisons sur le formulaire ci-joint et de nous le retourner.

Le sondage commencera dans la première semaine de juillet. J'apprécierais donc beaucoup si vous pouviez nous faire parvenir l'information demandée au plus tard le 28 juin 1996. L'adresse de retour apparaît sur le formulaire ci-joint. Cependant, si vous avez accès à un télécopieur, il serait grandement apprécié si vous pouviez utiliser ce moyen de communication car cela permettrait à votre information de nous parvenir encore plus rapidement. Notre numéro de télécopieur est le (613) 952-9660. Ce numéro apparaît également sur le formulaire.

Votre coopération pour cet exercice est extrêmement importante pour le succès de cette étude. Ce n'est qu'en parlant aux aîné(e)s dont la vie a été touchée par les subventions de Santé Canada que nous serons en mesure d'obtenir une meilleure compréhension de la façon dont nos programmes fonctionnent.

Je vous remercie pour votre aide dans cette étude. Si vous désirez de plus amples informations au sujet de ce sondage ou de l'étude d'évaluation comme telle, il ne faut pas hésiter à communiquer avec moi au (613) 957-3897 ou avec Paul Youldon au (613) 957-3894.

Veuillez agréer l'expression de mes sentiments les meilleurs.

Linda C. Ladouceur
Gestionnaire intérimaire de projet
d'évaluation de programmes
Groupe de l'évaluation
Division de la planification
stratégique et de l'évaluation

p.j.

We have established the desired language of correspondence for this letter from information we had on our files. However, if you would prefer to receive this letter in ***English****, please contact Linda Ladouceur at (613) 957-3897 or Paul Youldon at (613) 957-3894.*

LISTE DES AÎNÉ(E)S POUR LE SONDAGE TÉLÉPHONIQUE
***** S.V.P. UTILISER CARACTÈRES D'IMPRIMERIE *****

Titre du projet (tel qu'indiqué dans la lettre): _____

Numéro du projet (tel qu'indiqué dans la lettre):_____

Nom et numéro de téléphone de la personne qui a rempli ce formulaire:_____

_____

S'il vous est impossible de nous faire parvenir une liste de noms, S.V.P. en indiquer les raisons (S.V.P. nous retourner le formulaire même si vous ne pouvez pas fournir de noms.):

_____

_____

Nombre total d'aîné(e)s sur la liste dont vous vous servez pour identifier 20 noms:____

NOM (de préférence en ordre alphabétique)	**NUMÉRO DE TÉLÉPHONE** (incluant le code régional)	**ADRESSE** (seulement si le numéro de téléphone n'est pas disponible)
1.		
2.		
3.		
4.		
5.		
6.		

7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		

S.V.P. envoyer la liste complétée par télécopieur à Linda C. Ladouceur en composant le (613) 952-9660 ou poster cette liste à l'adresse suivante:

Mme Linda C. Ladouceur
Gestionnaire intérimaire de projet
d'évaluation de programmes
Groupe de l'évaluation
Direction de la planification
stratégique et de l'examen
Direction générale des politiques et
de la consultation
Santé Canada
Indice de l'adresse 0907D
Pièce 772D, Immeuble Brooke Claxton
Ottawa (Ontario)
K1A 0K9

ADDENDUM

Health Canada Santé Canada

Paul Youldon
Phone 957-3894

The Evaluation Group
Mission Statement

The Evaluation Group helps Health Canada serve Canadians better by providing objective information and advice about the effectiveness of Departmental activities and services.

To: Robert Matte
cc: borys @ ekos.com at Internet @ LME, Robert Pelletier, Ed Overstreet, Leo Lehtiniemi, Silvia Olivares-Guevara, Carol Long, Linda C Ladouceur, Paul Youldon
From: **Paul Youldon**
Date: 10/09/96 01:58:15 PM
Subject: **Addendum to the Exercise Carried out to Collect Names of Seniors - (Revision) File #1244-839-1/12 Vol. 2.**

Dear Robert,

Here is a slightly revised copy, based on some feedback from Linda. This is the version that will be placed in our files.

I understand from our conversations that you are interested in the response rate of project sponsors with respect to amount of funding per project, and whether the type of sponsor makes any difference with respect to response rate. And, thirdly, you wondered if the response rate varied by region. In this exercise, response rate is the total of those project sponsors who provided a partial list or a full list of 20 names, divided by the total number of projects with a given attribute. (eg. sponsor type, or within a specified funding range).

A. RESPONSE RATE BY TYPE OF SPONSOR

Not all sponsor types appeared in this sample of 265 projects. For example, the following categories did not appear: B - Educational Institution -- Elementary-Secondary; and C - Educational Institution -- Post-Secondary Non-University. From Table 1, the vast majority of sponsors are Community / Voluntary Organizations. There may be a difference in the response rate between the Community / Voluntary Organizations (38%) and the Other Applicant Type (23%) and the Health and Social Organizations (21%). While the number of Educational Institutions is small in this sample (n=17), as a cluster, they appear to have a better than average response rate.

Table 1
Response Rate by Sponsor Type
Sorted by Response Rate

Name Label	Full	Partial	No List	Row Total	Response Rate
Educational Institution – Post Sec. Univ.	3	0	3	6	50.0%
Community/Voluntary Organization	46	24	113	183	38.3%
Educational Organization	3	0	5	8	37.5%
Educational Institution	1	0	2	3	33.3%
Other Applicant Type	4	4	27	35	22.9%
Health/Social Service Organization	5	1	22	28	21.4%
Professional Organization	0	0	2	2	0.0%
Column Totals	**62**	**29**	**174**	**265**	**34.3%**

B. RESPONSE RATE BY PROJECT FUNDING AMOUNT

It has been suggested that the degree of compliance with a request for names of intended project beneficiaries may be related to the amount of the financial contribution. Table 2 shows that the average contribution in this sample was $60,525. Project sponsors who provided a full list of 20 names had an average funding amount of $69,108 compared to $57,768 for those who did not provide any names.

Table 2
Statistics by Type of List

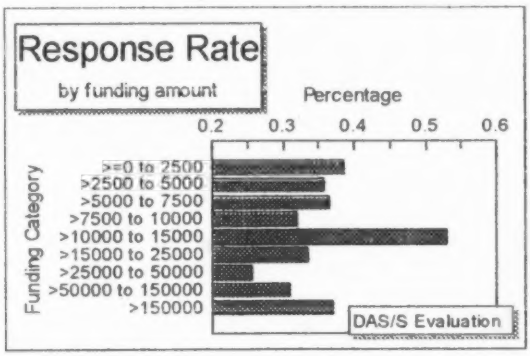
	Full List (n=20)	Partial List	No List	Total
Total:	$4,284,677	$1,702,811	$10,051,710	$16,039,198
Average:	**$69,108**	**$58,718**	**$57,768**	**$60,525**
Count:	62	29	174	265
Maximum:	$440,890	$436,730	$419,395	$440,890
Minimum:	$1,200	$1,998	$1,359	$1,200
Standard Deviation	$101,790	$100,610	$78,172	$86,988

From another perspective, the funding amounts were categorized into 9 arbitrary ranges to further explore the relationship between compliance (response rate) and project funding amount. Table 3 shows the response rate by category of funding. It shows a better than average response rate from small projects of less than $7,500. And, the 38 projects that received over $150,000 also showed a better than average response rate (with respect to the sample).

Table 3
Response by Funding Amount
Sorted by Funding Category

	Full List	Partial List	No List	Total	Response Rate
>=0 to 2500	3	2	8	13	38.5%
>2500 to 5000	3	7	18	28	35.7%
>5000 to 7500	7	5	21	33	36.4%
>7500 to 10000	5	2	15	22	31.8%
>10000 to 15000	9	0	8	17	52.9%
>15000 to 25000	9	2	22	33	33.3%
>25000 to 50000	7	3	29	39	25.6%
>50000 to 150000	9	4	29	42	31.0%
>150000	10	4	24	38	36.8%
Column Totals	**62**	**29**	**174**	**265**	**34.3%**

The same data is displayed in the following chart to illustrate the relationship between response rate and project funding amount.



C. REGIONAL DIFFERENCES

There are seven regional categories, including the various provinces and territories and projects that are national in scope. The response rate across the regions ranged from a low of 20% for national projects to a high of 48% for the Alberta/NWT region. Response rate by region is illustrated in the following table. When the two ends of the response rate range are withdrawn, differences between regions become negligible.

Table 3
Response Rate by Region
Sorted by Response Rate

	Full	Partial	No List	Row Total	Response Rate
Alberta/NWT	9	4	14	27	48.1%
Atlantic	9	8	29	46	37.0%
Quebec	15	4	36	55	34.5%
Manitoba/Saskatchewan	8	3	23	34	32.4%
Ontario	14	8	47	69	31.9%
BC/Yukon	6	1	17	24	29.2%
National	1	1	8	10	20.0%
Total	**62**	**29**	**174**	**265**	**34.3%**

D. CONCLUSIONS

The findings in this analysis reveal that projects at the lower end (< $7,500) and at the higher end (> $150,000) of the funding scale show a better than average response rate, and that in general Educational and Community / Voluntary Organizations are somewhat more likely to comply than sponsors labelled as Other, and Health/Social Service Organizations. Except for the comparison between the Alberta/NWT region and national projects, there were no regional differences in response rate.

Canada